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# Message Text

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PAGE 01 CARACA 01124 061409Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 DRC-01 RSC-01 /018 W
---------- 079089
R 052129Z FEB 74
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2639

UNCLAS CARACAS 01124

E.O. 11652: N/A
TAGS: ECOM, VE
SUBJECT: RECOMMENDED COMMERCIAL OBJECTIVES FY 1975

REF: STATE 6882

FOLLOWING IS BRIEF COMMERCIAL ACTION PROGRAM FOR VENEZUELA GIVING RECOMMENDED OBJECTIVES AND COURSES OF ACTION TO BE TAKEN.

A. OBJECTIVE ONE: MAINTAIN US'S HIGH SHARE OF VENEZUELAN IMPORT MARKET AT 45 PERCENT LEVEL OR MORE. ACTION ONE: PROVIDE FULL SUPPORT TO COMMERCE TRADE PROMOTION PROGRAM WHICH AT THIS

EARLY STAGE INCLUDES ONE SOLO TYPE EXHIBITION AND TWO TRADE MISSIONS. ACTION TWO: ASCERTAIN NEW PROJECTS AND PRIORITIES TO BE ESTABLISHED BY INCOMING GOVERNMENT. ACTION THREE: CONCENTRATE ON DEVELOPING TRADE OPPORTUNITIES, PARTICULARLY FOR TARGET INDUSTRIES. ACTION FOUR: STEP-UP PROGRAM OF VISITS TO KEY CITIES OUTSIDE OF CARACAS FOR TRADE PROMOTION CALLS. ACTION FIVE: IMPLEMENT COUNTRY COMMERCIAL PROGRAM.

B OBJECTIVE TWO: INCREASE US MARKET SHARE OF AGRICULTURAL EQUIPMENT.

(THE E-C SECTION WILL COLLABORATE CLOSELY WITH AGATT REGARDING THIS OBJECTIVE.) ACTION ONE: CONCENTRATE ON PRIORITIES IN AGRICULTURE SECTION TO BE EMPHASIZED BY NEW GOVERNMENT AND PRIVATE SECTOR. ACTION TWO: PROVIDE COMPLETE SUPPORT FOR FOOD PROCESSING AND PACKAGING EQUIPMENT EXHIBITION TENTATIVELY SET FOR SPRING 1975. ACTION THREE: PIN-POINT US EXPORT POSSIBILITIES AND DETERMINE BEST TRADE PROMOTION TECHINIQUES IN THIS FIELD. ACTION
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FOUR: MEET WITH DECISION-MAKING OFFICIALS OF INCOMING GOVERNMENT

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TO OFFER US ASSISTANCE IN HELPING VENEZUELA DEVELOP ITS AGRICULTURAL SECTOR.

C. OBJECTIVE THREE: INCREASE US SHARE OF MARKET FOR METALWORKING MACHINERY. ACTION ONE: FOLLOW-UP ON LEADS RESULTING FROM INSTRU-METAL 74 SOLO EXHIBITION. ACTION TWO: BE ALERT TO NEW OPPORTUNITIES FOR VENEZUELA TO INDUSTRIALIZE AS MADE POSSIBLE BY VENEZUELA'S GREATLY INCREASED PETROLEUM REVENUES. ACTION THREE: DEVELOPMENT OF LIAISON WITH INCOMING GOVERNMENT TO LEARN OF NEW PROJECTS BEING PLANNED. ACTION FOUR: FOLLOW CLOSELY AND REPORT ON LARGE SCALE PROJECTS CONTEMPLAT*D IN THE GUAYANA REGION ACTION FIVE: SEEK OUT CONTACTS WITHIN THIS INDUSTRY AND OFFER ASSISTANCE IN OBTAINING REQUIRED EQUIPMENT.

D. OBJECTIVE FOUR: INCREASE US SHARE OF MARKET FOR AVIATION, AIRPORT AND TELECOMMUNICATIONS EQUIPMENT. ACTION ONE: CONTINUE CLOSE COLLABORATION WITH MAIQUETIA AIRPORT PROJECT OFFICE AND PROVIDE IT WITH INFORMATION ON LATEST EQUIPMENT AND AND FACILITATE TECHNICAL ASSISTANCE WHEN REQUESTED. ACTION TWO: CONTINUE COOPERATION WITH CIVIL AVIATION AUTHORITIES ON IMPLEMENTATION OF TELECOMMUNICATIONS NETWORK, NAVIGATIONAL AIDS, AND RADARS. ACTION THREE: CONTINUE PROVIDING INFORMATION TO AIRLINES ON US AIRBORNE AND GROUND EQUIPMENT. ACTION FOUR: CONTINUE CLOSE LIAISON WITH TELECOMMUNICATION AUTHORITIES IN PLANS RELATIVE TO DOMESTIC AND INTERNATIONAL NETWORKS, TELEX AND TELEPHONE SYSTEM, SATELLITE EARTH STATION PLANNING, AND ATTEMPT TO INFLUENCE EVENTUAL DECISION TO ADOPT COLOR TELEVISION IN FAVOR OF NTSC.

E. OBJECTIVE FIVE: IDENTIFY PRODUCTS AND INDUSTRIES WITH GREATEST EFFORT POTENTIAL. ACTION ONE: SUGGEST TARGET AREAS IN WHICH DEPARTMENT OF COMMERCE MAY WISH TO CONTRACT FOR MARKET SURVEYS. ACTION TWO: AS WORKLOAD PRIORITIES PERMIT, FURNISH SHORT SPOT MARKET INFORMATION REPORTS. ACTION THREE: PERIODIC UP-DATING BIC TRADE PROMOTION PROGRAM FOR BEST PROSPECTS. ACTION FOR: COMPLIANCE WITH OCCASIONAL WASHINGTON REQUESTS FOR SHORT MARKET SURVEY. ACTION FIVE: ESTABLISH MARKET ANALYSIS UNIT IF ADDITIONAL POSITIONS CAN BE PROVIDED. (PRESENT E-C STAFFING PATTERN DOES NOT PERMIT ESTABLISHMENT OF SUCH A UNIT. SEE CARACAS 274, JANUARY 10)
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# Message Attributes

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**Current Classification:** UNCLASSIFIED
**Concepts:** TRADE PROMOTION, TRADE, POLICIES, TRADE ASSISTANCE, TRADE VISITS, MARKET SURVEYS
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**Copy:** SINGLE
**Draft Date:** 05 FEB 1974
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